

NDT POLICY WATCH QUARTERLY UPDATE

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INTERNATIONAL AND NATIONAL
POLICY DEVELOPMENTS



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

1. INTERNATIONAL DEVELOPMENTS

Commitment to the Global Code of Ethics by Asia's Tourism Businesses

A number of prominent tourism businesses from Asia signed the United Nations World Tourism Organisation's Global Code of Ethics in Tourism. The businesses committed to implement the ethical provisions of the Code in their policies, plans and business operations. The signing occurred during the first Regional Conference on Tourism Partnerships on Future Tourism for Asia and the Pacific in the presence of the United Nations World Tourism Organisation's (UNWTO) Secretary General, on the 1st of June 2013¹.

According to the UNWTO, "it is the first time that Asian tourism businesses pledged to adhere to the Global Code of Ethics in Tourism"². It was reported by the UNWTO that eight companies from Korea, and Hong Kong (China) joined more than one hundred others all over the world, who already subscribed to the fundamental idea that the realisation of responsible tourism requires the private sector, like their public sector counterpart, to embrace the principles of ethical, sustainable, and universally accessible tourism.

The Global Code of Ethics in Tourism is a framework underlining the significance of responsible and sustainable tourism development of world tourism. It is addressed to governments, travel industry, communities and tourists with a view to help maximise the sector's benefits while minimising its potentially negative impact on the environment, cultural heritage and societies across the globe³. Adopted by the General Assembly of the UNWTO in 1999, the Code is not legally binding but has the voluntary implementation mechanism, which recognises the role of the World Committee on Tourism Ethics (WCTE). The committee may listen to issues brought to its attention by stakeholders on matters pertaining to the application and interpretation of the Code.

The signatory companies to Asia's tourism business commitment range from airlines, travel agents, tourism associations and some hotels. These companies, the UNWTO reported, joined other one hundred and nineteen companies spread over thirteen countries i.e. Armenia, Bahrain, Costa Rica, Cote d'Ivoire, Ecuador, France, Germany, Mexico, The Netherlands, Spain, Tunisia, and Uruguay.

The above commitment should serve as an inspiration to the tourism industry worldwide. Responsible tourism transcends sub-sector boundaries and is therefore the responsibility of public sector, private sector, communities and tourists.

European Union (EU) launches new passenger rights information campaign.

The EU has launched what Charlie Leocha referred to as, a massive public information push to inform passengers about their rights when they travel by air, rail, ship, bus and coach⁴.

¹ <http://media.unwto.org> Press Release no 12038 retrieved on 29 July 2013.

² As cited in <http://www.unwto.org> Press Release no 12038.

³ Global Code of Ethics in Tourism: United Nations World Tourism Organisation.

⁴ Leocha C, July (2013). EU launches new passenger rights information campaign <http://www.consunmertraveller.com> retrieved on 30 July 2013.

Millions of holiday makers travelling in EU this summer, it was reported, will be protected by comprehensive passenger rights⁵. However, Charlie Leocha reported that research shows two-thirds of passengers as not being aware of their rights. Thus the EU is launching a new campaign to inform many people gearing up to travel this summer about their rights and how to claim them if needed.

There are numerous rights that the EU has introduced to ensure customer care. When passengers are denied boarding on a flight, airlines are amongst other things obliged to first seek volunteers to give up their reservations in exchange for certain benefits and must offer them the choice of full refund and re-routing⁶. Where volunteers choose re-routing, the airline must provide assistance if necessary such as food, access to telephone, hotel accommodation for one or more nights if necessary and transportation between the airport and the place of accommodation.

With regard to long delays, passengers are entitled to care by the airline (i.e. phone call, refreshments, meal, accommodation, transportation to the place of accommodation) if the delay is⁷:

- two hours or more for flights of 1500km or less
- three hours or more for longer flights within the EU or for other flights of between 1500 and 3500 km
- four hours or more for flights of over 3500 km outside of the EU

Moreover, if the delay is more than five hours, and the passenger decides not to continue with the journey, the passenger is entitled to have the ticket reimbursed and be flown back to where the originally journey started. Similar compensation applies to a situation where the passenger gets to a final destination with a delay of three hours or more. Most importantly, airlines can be held liable for damages resulting from delays.

On issues relating to missing or delayed baggage, the passenger is entitled to compensation limited to about one thousand two hundred and twenty euros. However, there is an indication that airlines cannot be held liable if they have taken all reasonable measures to avoid occurrence of such incidences or it was impossible to take such measures. For the damaged baggage, passengers are expected to lodge a claim to the airline within seven days after receiving the baggage. Meanwhile for the delayed baggage, the period is a maximum of twenty one days⁸.

The new passenger rights information by the EU epitomises the highest standard of customer care. This is an exceptional example of service excellence. The campaign ought to serve as a shining example to other destinations. The fact that it is promoted at the EU level demonstrates the seriousness of the region about customer care.

Equality in Tourism: creating change for women

A new women's network aimed at ensuring that women have an equal voice in the tourism industry and equal share of benefits was launched in London.

⁵ As cited in Charlie Leocha July 2013

⁶ <http://ec.europa.eu/transport/passenger-rights/en/06-air-denied-boarding.html> retrieved on 30 July 2013.

⁷ <http://ec.europa.eu/transport/passenger-rights/en/08-air-long-delays.html> retrieved on 30 July 2013.

⁸ <http://ec.europa.eu/transport/passenger-rights/en/09-air-luggage.html> retrieved on 30 July 2013.

The Equality in Tourism launched with the release of a report that challenges the industry to start taking gender equality seriously. Titled *Sun, Sand and Ceiling: Women in Boardroom in the Tourism Industry*, the report reveals that despite women making the majority of tourism workforce in most countries, they are woefully underrepresented at executive levels of the world's top tourism companies⁹.

The Equality in Tourism researched seventy eight companies across four major sectors of the tourism industry in the United Kingdom (UK). These are international tour operators, airlines, cruise ships, hotel groups, and international professional associations. The results show that only 15.8 percent¹⁰ of board members are women and more than a quarter of companies have no women on their boards.

As a result, the Equality in Tourism is of the view that the UK-based tourism industry is in poor shape to meet a proposed EU Directive on 40 percent targets for women on boards for all European tourism companies with a turnover of fifty million euros or more, which could come into force in the next few years. The Equality in Tourism called for the industry to start addressing problems by setting targets of at least 25 percent female representation on boards by 2015.

The issue of women empowerment, in particular, the under-representation of women in highest decision making bodies appears to be a challenge for the private sector in some countries. This has been found to be case even in South Africa by various gender related or transformation studies. The establishment of a tourism specific women's' network aimed at advocating for women issues within the tourism industry in UK is an interesting phenomenon. Perhaps this is one of the options that civil society in South Africa may explore to ensure dedicated focus. This includes applying sector specific pressure for women empowerment issues.

Tourism identified as a key sector for high impact in Aid for Trade

The World Trade Organisation (WTO) and the Organisation for Economic Development and Cooperation (OECD) have for the first time, identified tourism as one of the five sectors with great potential for high economic impact in Aid for Trade. The identification was highlighted at the World Trade Organisations' Fourth Global Review of Aid for Trade held in Geneva from the 08-10th of July 2013. The joint WTO-OECD side event on the Aid-For-Trade Monitoring and Evaluation Exercise underlined the potential of tourism development and its impact.

The study conducted by Connecting Developing Country Firms to Tourism Value Chains pointed out that, despite tourism accounting for 9 percent of the global GDP, tourism is only allocated 0.13 percent of the Official Development Assistance (ODA) and 0.5 percent of Aid for Trade, with the average projects size of \$300 000 in Aid support¹¹. This study was launched at the meeting.

The identification of tourism as a sector for high economic impact by the WTO and the OECD signals the continuous recognition of the role tourism plays in economic development.

⁹ Rokou Tatiana July 2013 www.traveldailynews.com retrieved on 30 July 2013.

¹⁰ As cited in Rokou Tatian.

¹¹ <http://media.unwto.org> Press Release No 13045 retrieved on 18 July 2013.

This recognition, in particular, will play a critical role in increasing funding for tourism in Aid packages, a figure which is extremely low currently.

2. OTHER INTERNATIONAL NEWS

International survey reveals travellers' dream airport

A global survey of more than ten thousand travellers has revealed a cinema as the most desired airport facility¹². Worried that their travel plans may prevent them from catching the latest blockbusters, a huge percentage amounting to 49 percent of flyers chose a cinema as their dream airport wish. Next to the cinema wish, was the desire for designated sleeping areas in airports, wherein travellers can get some sleep when flying between destinations.

Despite the improvement in technology and the consequent rise of e-books, more than 32 percent of respondents said they'd love to have an airport library. According to skyscanner.net "this was the third most wanted airport facility"¹³. This, the study explains, would allow travellers to immerse themselves in a novel by the pool and simple return it after landing back home. Meanwhile 31 percent of respondents would appreciate a green outdoor area in their dream airport. Other desired facilities were kids' area which was at 21 percent, pool at 20 percent, gym at 15 percent, man-made beach at 12 percent and bikes at 11 percent.

In light of the results of the survey, one cannot help but wonder whether this is a stimulus to airport companies to consider making such dreams a reality by exploring the feasibility of such imaginations. The study also indicated that flyers may not have to dream for too long because airports such as Hong Kong international Airport boasts a UAIMAX giant screen theatre, offering cinema fans a range of IMAX 2D and 3D movies, whilst the Abu Dhabi Airport has introduced sleeping pods facility at a cost of eight pounds per hour.

Radiation from Airport scanners: How much dose do we get?

The American Association of Physics in Medicine's (AAPM) report has found that people absorb less radiation from airport X-ray backscatter scanners than they do while standing in line waiting for the scan itself. Measurements on two scanners in active use in Los Angeles International Airport found that, full body scanners deliver radiation dose equivalent to what a standard man receives from 1.8 minutes on the ground or every second during an airplane flight. Put differently, an individual would have to receive more than 22500 scans in a year to reach the standard maximum safety yearly dose determined by the American National Standards¹⁴.

According to the report, "radiation doses are greater in the air because at cruising altitude, there is less atmosphere to shield passengers and crew from cosmic radiation". To compare naturally occurring radiation with that emitted by the airport scanners, AAPM convened a volunteer task force comprising of medical physicists from the University of California who gave their time.

¹² Koumelis Theodore July 2013 <http://www.traveldailynews.com> retrieved on 30 July 2013.

¹³ Teidman James <http://www.skyscanner.net> retrieved on 30 July 2013.

¹⁴ Koumelis Theodore July 2013 <http://www.traveldailynews.com> retrieved on 30 July 2013.

The task force found that for a standard man, approximately 178.6 cm tall and 73.2 kg, one full-body scan delivered approximately 11.1 nanosieverts of radiation. Nanosievert is, defined in the report as, a common unit of radiation dose, and one nanosievert is one billionth of a sievert¹⁵.

On the ground, the same man receives approximately 3.11 millisieverts of radiation per year, which is more than 10 000 times as much. The task force also discovered that the radiation dose the passenger receives during a 2.84 hour flight is 9.4 microsieverts, which is 1000 times greater than the dose delivered by the one full-body scan.

It appears the dose of radiation that airport passengers receives from body scanners is significantly less than what is received naturally from the ground and from the cruising altitude.

Visa developments

China plans to introduce new visas to stimulate family reunions. The move is aimed at attracting relatives of foreign residents to visit their loved ones in China. According to Theodore Koumelis, a visa will be created for family members of professionals from overseas. There will be a visa which will allow for shorter visits and the other for visits longer than six months.

Meanwhile the European Union is contemplating to introduce flexible visa for Chinese tourists. The EU Commission informed the news conference in Beijing that, such a move is critical for the tourism industry in the EU and has a potential of creating jobs and boosting the economy, given the EU's economic crisis. The EU felt that the focus is justified following the indications by Chinese Tourism Academy, which projected that 200 million Chinese nationals may travel abroad annually by 2020¹⁶.

The continual visa relaxation by various countries and regions signals the seriousness with which these regions and countries take the responsibility of reducing barriers to travel. The notion to explore the Southern African Development Community visa, to allow for free tourists movement within the region ought to be supported.

Cable News Network (CNN) revealed the top ten African golf courses

CNN revealed the best golf course that the African continent has to offer. Two South African Golf Courses made it on the list. The Gary Player Country Club course in Sun City and Fancourt Links Golf Course in Western Cape featured amongst the best ten in Africa. Mauritius and South Africa were the only countries with two golf courses each on the top ten list.

The other countries' golf courses which made it on the list were from Egypt, Morocco, Tunisia, Seychelles, Namibia's Windhoek Golf and Country Club, as well as Zimbabwe's Leopard Rock Golf Resort. The featuring of some of the top golf courses in the top ten in Africa by CNN augurs well for golf tourism initiatives currently being contemplated in the country.

¹⁵ As cited in Koumelis

¹⁶ Koumelis 2013 <http://www.traveldailynews.asia> retrieved on 29 July 2013.

3. NATIONAL POLICY AND LEGISLATIVE DEVELOPMENTS

Prevention for the Combating of Trafficking in Persons Act

The Act provides for combating of trafficking in persons. It amongst other things provide for an offence of trafficking in persons and other offences associated with trafficking in persons, provides for penalties that may be imposed in respect of the offences and provides for measures to protect and assist victims of trafficking in persons. Moreover, the Act seeks to prevent and combat trafficking in persons within or across the borders of the Republic of South Africa.

According to the Act, the court may impose any sentence which includes life imprisonment on those found guilty of trafficking in persons. Beyond that the court may, in addition to imprisonment, order the person convicted of the aforementioned transgression to pay appropriate compensation to the victim of the offence for physical injury, loss of income, damage to property and for being infected with a life threatening disease. The fine may not exceed R100 million.

The promulgation of such an act is a victory against human trafficking. The active participation of the tourism industry to eradicate human trafficking, in particular child trafficking, should be pursued earnestly. This is in line with the Global Code of Ethics in tourism, which underlines the significance of responsible tourism.

Spatial Planning and Land Use Management Act no 16 of 2013

The Act provides for spatial planning and land use management in South Africa. It amongst other things provides a uniform, effective and comprehensive system of spatial planning and land use management in the country, provide for development principles, norms and standards, and ensure equity in the application of spatial development planning and land use.

The tourism sector ought to acquire a comprehensive understanding of the new Act. This is critical in the sense that land-related issues and the utilisation of land have an impact in tourism. Moreover, it is in the interest of the tourism sector to ensure that tourism needs are considered during the planning phase on the utilisation of land. This includes active participation in the development of spatial plans by national, provincial and local spheres of government.

National Environmental Management: Air Quality Amendment Bill 2013

On the 16th of August 2013, the Department of Environmental Affairs released the National Environmental Management: Air Quality Amendment Bill for public comments. The Bill seeks to amend the National Environmental Management: Air Quality Act of 2004¹⁷. It also intends to provide for monitoring and evaluation of and reporting on the implementation of pollution prevention plan and create an offence for non-compliance with controlled fuel standards.

Moreover, the Bill seeks to provide for the development of regulations on procedure and criteria for administrative fines. The administrative fines referred to in the amendment may not exceed R5 million. As an industry that is beginning to experience an increase of environmental conscious tourists, the tourism industry ought to take keen interest in the developments surrounding this Bill. Public comments are expected within 30 days from the date of release, and may be forwarded to sshabalala@environment.gov.za or faxed to 012 320 7561.

¹⁷ Government gazette no 36765, 16 August 2013.

National Environmental Management: Protected Areas Amendment Bill 2013

The Department of Environmental Affairs has, on the 16th of August 2013, published the National Environmental Management: Protected Areas Amendment Bill for public comments. Principally, the Bill is aimed at amending the National Environmental Management: Protected Areas Act of 2003¹⁸. Most importantly, the Bill seeks to authorise the declaration of the marine protected areas. Moreover, the Bill intends to provide for the management of the marine protected areas.

With regard to declaration of the marine protected areas, the Bill empowers the Minister of Environmental Affairs to declare an area as a marine protected area and assign a name to the marine protected area. The declaration may be issued for the purpose of protecting marine ecosystems, biodiversity, coastal species, and cultural heritage. The declaration may also be issued with a view to restrict or rather prohibit the activities which have the potential to adversely affect the environment.

In light of the aforementioned developments, the tourism sector must follow closely this Bill. This is because most areas which are declared as protected environment have numerous tourism attractions. Such attractions include nature reserves and attractions of cultural and heritage significance. Public comments are expected 30 days from the date of release and may be forwarded to sshabalala@environment.gov.za or faxed to 012 320 7561.

National Environmental Management Laws Amendment Bill 2013

The National Environmental Management Laws Amendment Bill seeks to amend the National Environmental Management Act 1998, the Waste Act 2008 and the National Environmental Management Amendment Act 2008¹⁹. Amongst other things, the Bill seeks to empower the Minister of Mineral Resources to designate mineral resource inspectors within the Department of Mineral Resources to enforce compliance with environmental matters in so far as it relates to prospecting, mining, exploration and production activities.

In relation to the Waste Act 2008, the Bill seeks to empower the Minister of Environmental Affairs to develop regulations on the management of residue stockpiles and deposits on a prospecting, mining, exploration and production area. Also, the Bill empowers the Minister of Mineral Resources to issue waste management licenses for residue stockpiles, and deposits on prospecting, mining, exploration or production area. More often than not tourism interests always compete with mining interests. In some instances rich mineral deposits are found in protected areas with tourism activities as was the case with Isimangaliso Park. It is therefore in the interest of the tourism sector to constantly monitor environmental management legislative developments, with a view to ensure a balance and informed policy positions should the mining interest clash with that of tourism. Public comments are expected 30 days from the date of release and may be forwarded to sshabalala@environment.gov.za or faxed to 012 320 7561.

Labour Relations Amendment Bill

The Labour relations Amendment Bill was adopted by Parliament on the 21st of August 2013. Amongst other things, the Bill seeks to reduce the period of permissible temporary employment through labour brokers from six months to three months²⁰. The Bill also prohibits work by children under the age of 15 years in line with the international standards and,

¹⁸ Government gazette no 36765, 16 August 2013.

¹⁹ Government gazette no 36765, 16 August 2013.

²⁰ <http://www.salabournews.co.za/index.php/home/latest-news/70-labour-news/12900-labour-relations-amendment-bill-passed.html> retrieved on 26 August 2013.

prohibits the behavior of requiring work-seekers paying the fee in order to be placed on employment opportunities. Although it was proposed at the initial stages, the Bill did not opt for strike balloting.

Moreover, the Bill intends to strengthen mechanisms to enforce the basic conditions of employment and prevent employers from forcing employees to purchase goods from the employers business as a condition of work. As a sector which is deemed to be labour intensive, the tourism sector must take note of these developments to ensure compliance henceforth.

4. ADMINISTRATIVE MATTERS

Corridors of Freedom

The City of Johannesburg is embarking on what is referred to as the corridors of freedom. This consists of well-planned transport arteries linked to interchanges. According to the Executive Mayor of Johannesburg, the focus will be on mixed-used development, high density accommodation supported by office buildings, retail development and opportunities for leisure and recreation.

This is aimed at controlling the spread of low density developments on the outskirts of the city and reverses the barriers brought about by segregation policies. The notion of Joburg residents working and living closer to their work place without travelling long distance underpins the Corridors of Freedom. Lastly, such an initiative is viewed as critical towards the reduction of carbon emission due to the promotion of the integrated transport system.

Since the transport experience is seen as a tourism experience, the notion of an integrated transport system should be supported. This will play a huge role in facilitating the ease of travelling for visitors within the City.

Social Media

The Cape Town's Facebook campaign "send your profile to Cape Town" has won a Cannes Lions Gold Award for Cape Town Tourism advertising agency, Ogilvy and Mather. The prize was awarded in the branded content category (best use/integration of digital or social media) making them one of only two 2013 Gold Award winners from South Africa²¹.

This follows the Cape Town Tourism prestigious SMITTY award for the best overall use of social media globally received earlier in June. Cape Town Tourism had partnered with Ogilvy Cape Town and Flow Communications to conceive a campaign aimed at promoting destination Cape Town to a global digital media audience and enticing more visitors to the city. The competition drew participants from South Africa, United Kingdom, United States of America, India and Germany.

The above social media initiatives and the recognition thereof affirms the significance of social media in the travel and tourism industry.

²¹ Karantzavelou (2013) www.traveldailynews.com retrieved on 30 July 2013.

Women's month

The City of Johannesburg has awarded the freedom of the city to four women who led the 1956 Anti-Pass Law March. The Freedom of the City Award was bestowed to Sophie De Bruyn, Lillian Ngoyi, Helen Joseph and Rahima Moosa on the 15th of August 2013 in Nasrec, Johannesburg²².

The Freedom of the City is the highest recognition a City can bestow to acknowledge a persons' contribution to the welfare of the City and its inhabitants. According to the Executive Mayor of Johannesburg, such an award has only been bestowed to Beyers Naude in 2001, Nelson Mandela in 2004, Joe Slovo in 2007 and Ahmed Kathrada in 2012. The current award is aimed at honouring the women's contribution to the struggle for human rights.

²² www.joburg.org.za retrieved on 26 August 2013.

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